

**CITY OF WEST HOLLYWOOD
ARTS AND CULTURAL AFFAIRS COMMISSION
MEETING MINUTES**

OCTOBER 2, 2014

I. CALL TO ORDER

The meeting was called to order at 5:03 p.m. by Commission Chair Candice Beroukhim

A. Roll Call

Present: Commissioners Candice Beroukhim, Beverly Denenberg, J. Dallas Dishman, Peter Mays, Madeleine Rackley, Todd Williamson and Yelena Zhelezov.

Staff Liaison: Arts Administrator Andrew Campbell

Recording Secretary: Administrative Specialist IV Prentis Bonds

Staff: Economic Development and Cultural Affairs Coordinator Michael Che

B. Staff Comments on the Agenda

None

C. Approval of the Agenda

ACTION: Approval of the October 2, 2014 meeting agenda. **Motion by Commissioner Denenberg, seconded by Commissioner Mays and approved unanimously.**

II. CONSENT CALENDAR

The following routine matters were acted upon by one motion, and there were no items moved to the Excluded Consent Calendar. **Motioned by Commissioner Denenberg, seconded by Commissioner Dishman and approved unanimously.**

A. Posting of the Agenda

The agenda was posted per proper noticing procedures at City Hall, West Hollywood Park Auditorium, Plummer Park, West Hollywood Library, and West Hollywood Sheriff's Station.

ACTION: Receive and file.

B. Approval of the Minutes

The Commission will review and consider approval of the minutes of the prior meeting.

ACTION: Approve the special meeting minutes of August 21, 2014 as amended noting Commissioner Dishman's absence. **Approved as part of the Consent Calendar.**

C. Performing Arts and Cultural Affairs Subcommittee Actions Report

The Commission will receive and file the Performing Arts and Cultural Affairs Subcommittee actions of its September 11, 2014 meeting and consider ratifying recommendations proposed by the Subcommittee.

ACTIONS:

1. Receive and file report.

2. Approval of an Arts Participation Grant in the amount of \$1,000 to L.A.C.E.R Afterschool Programs to support the purchase of mirrors for Fairfax High School's Color Guard and Hip Hop Dance classes at Fairfax High School. **Approved as part of the consent calendar.**
3. Approval of five (5) musicians/bands including, Alison Lewis Quintet; Daniel Jimenez Afanador; Gregg Young & the 2nd Street Band; John Proulx, and The Jennifer Leitham Trio to perform during the 2014-2015 Winter Sounds concert series and authorize staff to schedule concerts as appropriate, and the approval of three (3) alternate musicians/bands including; Betty Bryant; 2+1B3 Organ Trio and Russian Retro noting direction to staff to include Russian Retro as part of *WeHo East Arts* upon confirmation of Russian Retro's artistic quality in addition to a concert by South West Chamber Music at no cost to the City. **Approved as part of the consent calendar.**

D. Urban Art Subcommittee Actions Report

The Commission will receive and file the Urban Art Subcommittee actions of September 18, 2014 and consider ratifying recommendations proposed by the Subcommittee.

ACTIONS:

1. Receive and file report
2. Approval Stage II Artist Concept Plan by artist Susan Narduli in accordance with the City's Urban Art Policy and Guidelines. **Approved as part of the consent calendar.**
3. Approval Stage II Artist Concept Plan by artist Christian Moeller in accordance with the City's Urban Art Policy and Guidelines. **Approved as part of the consent calendar.**

III. ITEMS FROM THE PUBLIC

None.

IV. NEW BUSINESS

A. FY 2015 Arts Grant Peer Review Panel

The Commission reviewed and considered approval of a list of potential panelists to serve on the 2014 Arts Grants Program peer review panel.

ACTION: Approval of a potential list of panelists, provide additional panelist recommendations and authorize staff to select panelists based upon experience and expertise in diverse arts discipline categories noting direction to staff to include arts professionals on the peer review panel from the Russian speaking community and the Disability and Transgender community. **Motioned by Commissioner Mays, seconded by Commissioner Dishman and approved unanimously.**

B. Commission November and December Meeting Schedule

The Commission discussed and considered alternative meeting dates of the months of November and December 2014 and reached consensus on scheduling the meetings as follows:

ACTION: Approval of the November and December 2014 meetings as follows noting a November special meeting of the Urban Art Subcommittee will be scheduled pending items requiring action(s) by the Subcommittee.

November 6, 2014, 5 p.m. – Performing Arts and Cultural Affairs Subcommittee, West Hollywood Room inside the West Hollywood Library.

November 20, 2014, 3:30 P.M. – Art on the Outside Subcommittee, Community Meeting Room West Hollywood Library.

November 20, 2014, 5 p.m. – Arts and Cultural Affairs Commission Community Meeting Room West Hollywood Library.

December 4, 2014, 5 p.m. – Performing Arts and Cultural Affairs Subcommittee, Community Meeting Room West Hollywood Library.

December 11, 2014, 5 p.m. – Urban Art Subcommittee, Community Meeting Room West Hollywood Library.

December 18, 2014, 3:30 p.m. – Art on the Outside Subcommittee, Community Meeting Room West Hollywood Library.

December 18, 2014, 5 p.m. – Arts and Cultural Affairs Commission, Community Meeting Room West Hollywood Library.

Motioned by Commissioner Denenberg, seconded by Commissioner Rackley and approved unanimously.

V. UNFINISHED BUSINESS

A. 2015 Arts Grant Program Application Process

The Commission reviewed and discussed the City's 2015 Arts Grant Program online application and survey results in response to the online application.

Staff provided an overview of the online application process and the use of Jotform an inexpensive platform that helps users create & publish online forms without having to write code to build the application. Staff also provided a brief overview of survey results noting challenges experienced by some arts organizations relative to data entry, pop-up menus and size limitations in addition to saving the application for future edits. Staff also noted that a total of 40 applications were received by the September 12 deadline. However, approximately six (6) organizations did not apply for various reasons.

Following, it was the consensus of the Commission as well as direction to staff to explore the feasibility and cost effectiveness of a grant software program/application that would be more user friendly than Jotform and would address application challenges such as ease of saving and editing the application in addition to required fields, auto calculations and size limitations with regards to uploads and etc.

B. Art on the Outside Subcommittee Report

The Commission received a report from the Art on the Outside Subcommittee on its special meeting held October 2, 2014 and considered ratifying recommendations proposed by the Subcommittee.

AOTO Subcommittee Chair, Peter Mays reported that the Subcommittee:

- Reviewed, discussed and approved in concept the sculpture project "Art in the Streets" by artist Bertil Petersson and authorized staff to work with the artist on exploring the feasibility of multiple works vs. a singular work of art in addition to exploring appropriate locations for the art depending on number of works.

- Reviewed, discussed and approved in concept of the temporary three-dimensional sculpture project “Dream Portal” by artist and sculptor Colleen M. Kelly for further consideration in year 2015 pending further exploration by staff and the artist regarding project budget and locations for the art.
- Reviewed, discussed and approved the temporary mural project “Seriograph” by artist Retna as a work art for installation on the exterior wall of Craig’s Restaurant located at 8828 Melrose Avenue. However, the Subcommittee expressed concerns about approving murals not properly permitted by the City due to the number of approval requests received after murals have been installed. It is not the intent of the Subcommittee to discourage art in the City, however, it is the responsibility of the Subcommittee to review temporary art proposals and consider approval based criteria approved by the Commission prior to installation of the art.
- Continued a presentation from Andy and JoAnne Goodman, Curators, CBS Outdoor to the October 23, 2014 meeting.

ACTIONS:

1. Receive and file.
2. Approval of the temporary mural project “Seriograph” by artist Retna as a work art for installation on the exterior wall of Craig’s Restaurant located at 8828 Melrose Avenue. **Motioned by Commissioner, seconded by Commissioner Rackley and approved unanimously.**

C. WeHo Reads: Noir

The Commission received a report from commissioners and staff who attended WEHO Reads, Noir held September 27, 2014 at West Hollywood Park and Library.

Staff commented that WEHO Reads, Noir was very successful logistically and programmatically notably the Charles Phoenix program. However, attendance at other events could have been better. The Commission will receive a copy of the final report after submittal to City Council.

ACTION: Receive and file.

D. Arts and Cultural Affairs Commission Projects

The Subcommittee received an update from staff on current Arts and Cultural Affairs Commission projects and discussed as needed projects under the Commission’s oversight:

<ul style="list-style-type: none"> ▪ Art on the Outside <ul style="list-style-type: none"> - Temporary Art Projects - Videotron and Vertical Billboard - West Hollywood Library Exhibits - West Hollywood Mural Program 	Refer to Unfinished Business Item V.B.
<ul style="list-style-type: none"> ▪ City of West Hollywood 30th Anniversary of City Hood 	On-going

<ul style="list-style-type: none"> ▪ WeHo East Arts (Eastside Arts Initiative) ▪ 1343 N. Laurel Vision Concept Committee ▪ Marketing & Community Outreach 	<p>As recommended by the Performing Arts and Cultural Affairs Subcommittee and approved by the Arts and Cultural Affairs Commission, staff will include Russian Retro as part of <i>WeHo East Arts</i> upon confirmation of Russian Retro's artistic quality.</p>
<ul style="list-style-type: none"> ▪ West Hollywood Park Phase II Implementation Project – Civic Art Project 	<p>The Commission will receive a presentation from Francisco Contreras, Manager Innovation and Strategic Initiatives and Lisa Belsanti, Manager Public Information on City capital projects at it November 2014 meeting.</p>
<ul style="list-style-type: none"> ▪ Performing Arts and Cultural Affairs <ul style="list-style-type: none"> - Arts Grant Program - Free Theatre in the Parks - One City One Pride - Resident Company Program - Winter & Summer Sounds - WEHO East Arts - WEHO Reads 	<p>Refer to Consent Calendar Item II.C – Performing Arts and Cultural Affairs Subcommittee Actions Report, Unfinished Business Item V.A - 2015 Arts Grant Program Application Process and Unfinished Business Item V.C – WeHo Reads, Noir</p>
<ul style="list-style-type: none"> ▪ Plummer Park and West Hollywood Park Capital Projects 	<p>The Commission will receive a presentation from Francisco Contreras, Manager Strategic Initiatives and Lisa Belsanti, Manager Public Information on City capital projects at its November 2014 meeting.</p>
<ul style="list-style-type: none"> ▪ Urban Art <ul style="list-style-type: none"> - % for Art Ordinance Modification - % for Art/Urban Art Program - Public Art Conservation 	<p>Refer to Consent Calendar Item II.C – Performing Arts and Cultural Affairs Subcommittee Actions Report.</p>

VI. EXCLUDED CONSENT

None.

VII. ITEMS FROM THE PUBLIC

None.

VIII. ITEMS FROM THE CHAIR

Commission Chair Beroukhim announced that she would not be in attendance at the October 23, 2014 meeting. Commission Vice-Chair Williamson will preside over the meeting.

IX. ITEMS FROM THE COMMISSION

Commissioner Dishman announced that he would not be able to attend the special meeting of the Art on the Outside and Art and Cultural Affairs Commission to be held Thursday, November, 20, 2014.

Commissioner Rackley announced Metropolitan Master Chorale's *Winds of Winter* concert to be held December 07, 2014 at 6 p.m. – 8 p.m., at the Hollywood Lutheran Church, 1733 N New Hampshire Ave., Los Angeles, CA.

X. ITEMS FROM THE STAFF

None.

XI. DEVELOPMENT OF NEXT MEETING AGENDA

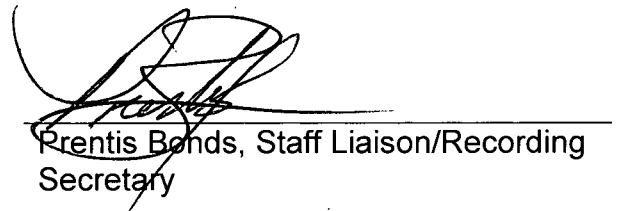
The Commission advised staff on development of the October 23, 2014 meeting agenda. Agenda items to date shall include:

- 25th Anniversary Capital Campaign Projects (*Laurel Avenue Park, Weho Park, Plummer Park and the City Hall Parking Garage*)

XII. ADJOURNMENT

The Arts and Cultural Affairs Commission adjourned at 6:35 p.m. to its next meeting scheduled Thursday, October 23, 2014 at 5:00 p.m. in the Community Meeting Room, West Hollywood Library located at 625 N. San Vicente.


Todd Williamson, Vice Chair


Prentis Bonds, Staff Liaison/Recording Secretary